



Meeting: Downtown Citizen Steering Committee Meeting #2

Date: June 7, 2013

Time: 1:00 p.m. – 4:00 p.m.

Location: City Hall, 100 N. Jefferson Street, John Nolen Room (Room 604)

Last Updated On: June 24, 2013

MEETING SUMMARY

1) Call to Order

As the acting chair, N. Sparacio called the meeting to order at 1:00 p.m. The Citizen Steering Committee (CSC) will elect its officers at its next regular meeting. Note that there are no action or decision items on this agenda.

2) Discussion on Downtown Master Planning Process

a) Introduce consulting team

Completed – Introductions included all meeting attendees in addition to the consulting team.

b) Explain proposed planning process

Completed – An overview of the proposed planning process was provided by City staff and the consulting team.

c) Identify downtown strengths and weaknesses

This topic was approached more from the perspective of what goals and aspirations each meeting attendee brings to the planning process for the downtown. The following summarizes the main points of discussion:

- Employ longer-term thinking and consider community resiliency in the face of expected changes
- Employ a strategic- and implementation-minded approach
- Do a better job of blending optimism with reality as a way to be both strategic and visionary
- Develop goals and strategies to achieve a high quality built environment
- Establish a stronger role for historic preservation
- Thoroughly understand the local real estate development market
- Elevate the downtown into a place that is unmatched, resulting in a strong competitive advantage
- Identify what workforce attraction and retention elements are missing in comparison with larger cities like Milwaukee
- Attract college graduates and young professionals with the excitement of downtown
- Attract young families or those “coming back” to the Midwest from larger metropolitan regions
- Need activities for all ages of children
- Make it easier to know about and find the many cool things to do in Green Bay
- Define our community identity and relevance to the future
- Bring downtown branding and messaging up to pace with reality to reflect the many positive changes
- Leverage the phenomenon of how people coming from other metropolitan areas view Green Bay with such positivity

3) Downtown Tour

The tour began at 2:10 p.m., and the meeting moved offsite at this time. The tour itinerary was provided to interested parties. The tour included a walk of the east side of the Fox River, then participants shuttled to Leicht Park in vehicles to conduct a walk of the west side of the Fox River. When the walks were completed, the driving portion of the tour was only partially completed due to limited time. The rest of the driving tour will be completed at another time when the consultants are in town.

The meeting reconvened in Room 604 after the tour.

4) Public Comment

All meeting attendees were invited to comment on all agenda items as this was the nature of this agenda. There were no additional public comments at this time.

5) Adjourn

The meeting was adjourned at 4:20 p.m.

Meeting Attendees Present, Excused, Absent

<u>P</u> Alex Galt	<u>P</u> Ian Griffiths
<u>E</u> Ben Heiman	<u>E</u> Jamie Blom
<u>P</u> Brent Weycker	<u>P</u> Jeff Mirkes
<u>P</u> Carol Karls	<u>P</u> Mayor Jim Schmitt
<u>P</u> Chris Naumann	<u>E</u> Miriah Kelley
<u>P</u> Michael Teska (for Chris Niles)	<u>E</u> Rob Byrne
<u>E</u> Chuck Lamine	<u>P</u> Scott Dettman
<u>E</u> Cindy Mills	<u>P</u> Maribeth Conard (for Tim Duckett)
<u>E</u> Dan Moore	<u>E</u> Tina Quigley
<u>P</u> Ald. Dave Boyce	<u>E</u> Tracy Alpert
<u>P</u> Heather Mueller	

Support Team

Nic Sparacio, Planning Department
 Sadie DiNatale, Planning Department
 Amy Moore, Public Works Department
 Scott Freres, Lakota
 Daniel Grove, Lakota
 Christine Williams, Lakota
 Jim Considine, Lakota

Others Present

Ald. Mark Steuer
 Bill Meindl